

AMERICAN FRUIT GROWER



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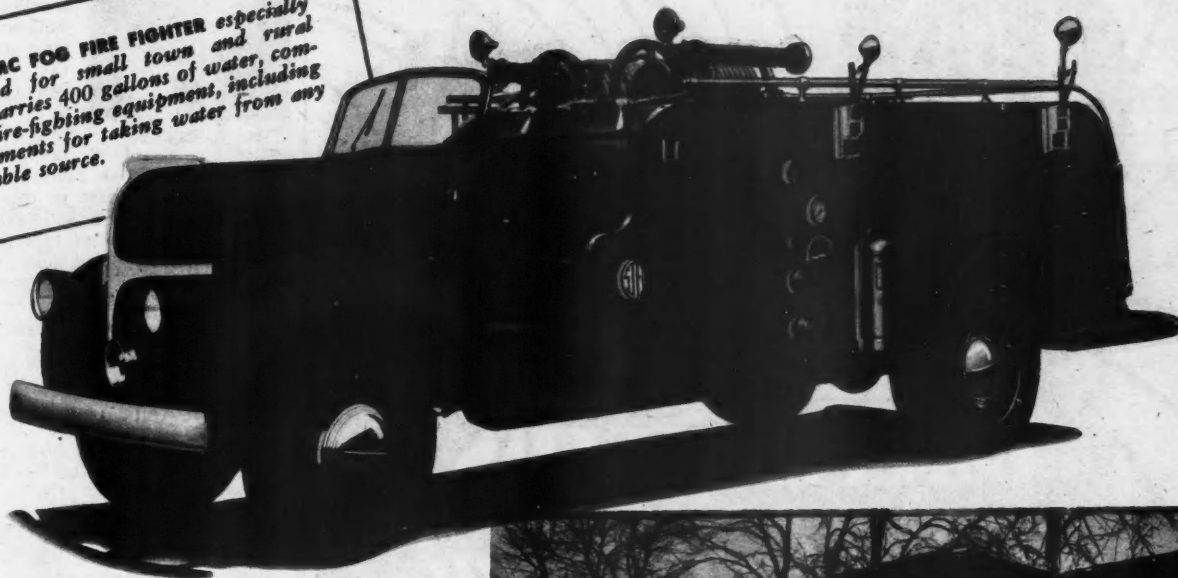
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FIRES EXTINGUISHED WITH 90% LESS WATER!

BEAN-FMC FOG FIRE FIGHTER especially designed for small town and rural fires. Carries 400 gallons of water, complete fire-fighting equipment, including attachments for taking water from any available source.



Amazing New Fire Fighting Equipment Carries Own Water Supply . . . Pumps 600-lb. Nozzle Pressure . . . Puts Out Fires With Little or No Water Damage . . .

In fighting rural fires, the worst hazard is water shortage. BEAN-FMC High Pressure Fog Fire Fighters carry their own water supply—up to 400 gallons—together with attachments for taking water from any available source. The BEAN-FMC Fog Fire Fighter is effective on all types of fires. Available for most types of trucks.

10 to 35 Times as Effective as Low Pressure! 600 lb. nozzle pressure "fog" from one gallon of water will absorb 10 to 35 times as much heat as same amount of low pressure water. Cools the fire, smothers it, prevents re-ignition. Puts fires out faster, with little or no water damage.

Reduce Fire Loss . . . Demand This Protection! Get full details of high pressure BEAN-FMC Fog Fire Fighters. Modernize your equipment as soon as the war is over. Write John Bean Mfg. Co., 723 Hazel St., Lansing, Michigan, or Bean-Cutler Division of Food Machinery Corporation, 423 Julian Street, San Jose, Calif.

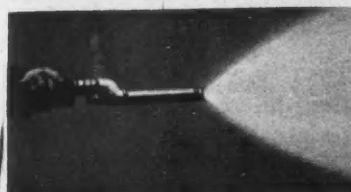
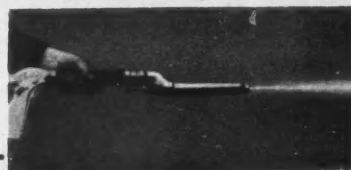
Manufacturers of high-pressure crash trucks for gasoline fires and decontaminators for war use.



BEAN 600-LB. FOG SAVED THIS AND ADJOINING BUILDINGS from being burned to ground. Details of this and other case histories on request.

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1. Carries own water supply . . . takes water from any available source.
2. Puts out fires faster with less water.
3. 10 to 35 times more effective than low pressure.
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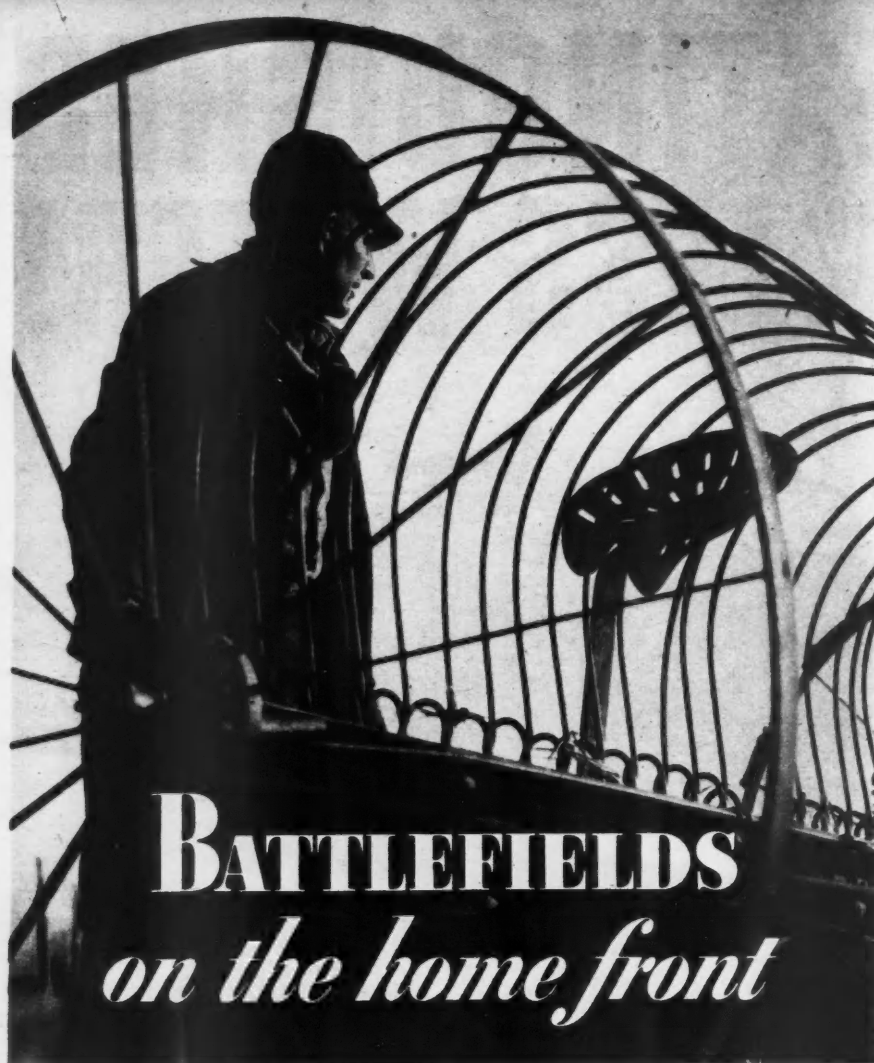


IT'S A ONE-MAN JOB to fight fires with the BEAN-FMC Fog Fire Fighter Gun. Fireman's left hand is on adjusting barrel to quickly change from straight stream to any degree of fog needed.

BEAN-FMC *Original* FOG FIRE FIGHTER

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BEHIND the victories of our fighting men abroad stand America's half-billion acres of farm lands at home.

An army of 6 million determined farmers work those acres.

And this is what they are doing.

They're feeding over 8 million men in our armed forces.

They're sending overseas 5 million dollars' worth of food a day on our lend-lease program.

They're providing food for the 35 million families busy at home.

We know, because by far the

greater part of what they produce is carried by the railroads—part of the million-and-a-third tons of all kinds of freight hauled a mile every minute of the day and night.

Like the farmers, the railroads have lost many of their men to Uncle Sam. And they have to get along with little or no new equipment.

But, also like the farmers, they are determined to do their level best to meet all the demands made upon them—to back up to the limit the men who fight for our free American way of self-reliance, enterprise and initiative.



IN THE NEWS

V. V. CLARKE

V. V. Clarke, President of the Indiana State Horticultural Society, received his inspiration to be a horticulturist from his grandfather who was a pioneer fruit and forestry leader of the last century. For more than 25 years Mr. Clarke has been a member of the Indiana Society and an ardent worker for stronger national organization of fruit growers. He has been Manager of the 200-acre Bristol Orchards, Inc., for 20 years and, in addition, he acts as technical advisor for 18 other orchardists in the Midwest.

Mr. Clarke is a graduate of Purdue University School of Horticulture. Early in his career he did research marketing for the South Water Market of Chicago, Ill., and for five years he was County Agricultural Agent for the Marshall Co. of Indiana.



V. V. CLARKE

DEAN C. H. WARREN

A new program of instruction in Agricultural Science in the Sheffield Scientific School at Yale to provide fundamental training for men who plan to enter any of the professional fields related to agriculture, or the practice of agriculture itself, recently was announced. The administration of this new program will be under the direction of Dean Charles H. Warren.

Dean Warren was born in Watertown, Conn., and was graduated from Sheffield Scientific School at Yale in 1896. Since he has held various posts at Yale and elsewhere. The new course will mark a new departure in agricultural education.



DEAN C. H. WARREN

STANLEY JOHNSTON

Stanley Johnston is a member of the Board of Managers of the American Pomological Society and Superintendent of the South Haven, Michigan, Experiment Station.

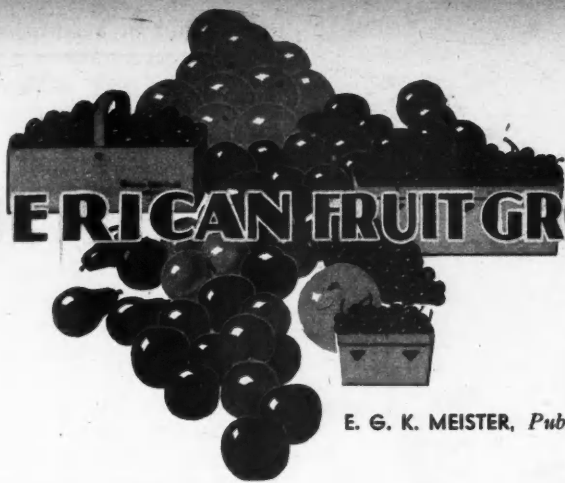
He has done notable work in the field of fruit breeding. Many new varieties of peaches, especially, have been produced as a result of his peach breeding activities. The Southhaven, Halehaven, and Redhaven varieties have gone into commercial production and represent a real contribution to the peach industry.

In addition to breeding peaches, Mr. Johnston has done pioneer research work in connection with the blueberry in Michigan. As a result of these studies, the blueberry is making considerable progress as a new fruit crop for Michigan.



STANLEY JOHNSTON

AMERICAN FRUIT GROWER



E. G. K. MEISTER, Publisher

THE APPLE SITUATION

Statement of National Apple Planning Committee on Price Control

Washington, D. C., Aug. 25—The National Apple Planning Committee is conscious of its responsibility to make available the greatest possible portion of the short apple crop of 1943.

While recognizing the demonstrated ability of the industry to harvest, to store and to distribute equitably without regulation, the many varieties, sizes, and grades of apples throughout the Nation, this Committee cannot overlook the possibility that, as the supply runs short, prices may rise to inflationary levels.

There seem to be two courses of procedure possible: either to allow the market to find its natural levels until danger signals indicate the need for controls, or for the O.P.A. to step in immediately with a program designed to maintain even distribution throughout the season under controlled prices.

In support of allowing the market to proceed normally, the Committee calls attention to the fact that the law of supply and demand is right now maintaining consumer prices of apples at reasonable levels. The normal differentials for different varieties, grades and sizes are in effect. Increased purchasing power has not destroyed the proper relationship between values. If this procedure is decided upon, and it later develops that controls are needed to check advancing prices, the National Apple Planning Committee respectfully requests that it be called together before any action is taken.

However, if in spite of the prevailing favorable situation, the Government decides it must impose a ceiling now, a simple plan of price control for apples which we believe offers maximum protection to consumers, and encouragement to production and crop conservation, can be effected by establishing one retail ceiling price for the whole nation for the 1943-44 season based on the best grade of the leading commercial variety and by placing such ceiling at a level to assure maximum production in the most remote producing areas.

It is the considered opinion of the Committee that a retail price of 12½¢ per pound, with appropriate advances to insure proper distribution seasonally, is required if a ceiling

is to be imposed immediately. This price, with the apple industry's support, is needed to maintain production and to secure the greatest amount of food from this crop.

If production is to be maintained, and if the entire crop is to be made available for war-needed food, the growers, even in remote producing districts, must be allowed, under any ceiling program, to meet their costs. Labor now constitutes 60% of the cost of producing a bushel of apples, and constitutes the growers' greatest single cash outlay. Wages to farm labor have risen since 1942 from 25% to 100% in dollar costs. The help is immeasurably less efficient. Every material that goes into the growing, storing, packing and trucking has advanced since 1942: An instance in point: The cost of wooden apple box shooks in some areas has advanced as much as 50% since 1942. This advance was authorized by O.P.A. when it established package ceiling prices in February. In many instances growers are unable to secure certain materials at any cost.

Again, the complications inherent to the apple industry show the difficulties of effectuating any price ceiling program. For instance, apples are grown commercially in hundreds of counties, in 36 states, by hundreds of thousands of growers. The growers produce several hundred varieties and market them under many Federal and State grades and sizes. Each variety has many values, depending on the locality in which it is produced, the type of soil it is grown on, the climate, how it has been packaged, stored and handled, and the producing location in relation to market. In fact, it can literally be said that each bushel of apples has its own value, depending on the above factors.

The single consumer price method plus industry support will be needed, if a control program is to succeed where such complicated conditions prevail.

Committee:

John Chandler, Sterling Junction, Mass.

Henry Miller, Jr., Paw Paw, W. Va.

A. W. Peters, Hood River, Ore.

Paul Stark, Louisiana, Mo.

C. C. Taylor, Albion, Mich.

FOR VICTORY



BUY UNITED STATES WAR BONDS AND STAMPS

"MY COUNTRY, 'TIS OF THEE"

THE manufacture of alcoholic products from 25 varieties of fruits and berries is being restricted in a step to meet military and civilian requirements for fresh, dried and processed fruits and berries, the War Food Administration announces.

The restrictions, which are contained in Food Distribution Order 69, apply to apples, apricots, blackberries, blueberries, boysenberries, cantaloupes, cherries, currants, dates, dewberries, elderberries, gooseberries, Concord grapes, huckleberries, Johnsonberries, loganberries, Olympic berries, peaches, pears, pineapples, plums, prunes, raspberries, strawberries and Youngberries.

Quantities of these fruits and berries may be sold for conversion into alcoholic products only when a particular lot of fruit is unsuitable for human consumption, except when converted into an alcoholic product; or when there is no market available for such fruit for human consumption except when it is converted into an alcoholic product. In such cases, County Agricultural War Boards may exempt specific quantities of fruits, provided the owner and previous owners have made a reasonable attempt to sell the fruit for food purposes.

The term alcoholic product is defined in the order as "any product produced by fermentation, distillation, or other means, containing an alcoholic content of seven per cent or more, by volume."



TO assure adequate cold storage space for foods that will spoil unless kept at low temperatures. (Continued on page 14)

Cover photograph shows Mary Virginia Dean picking peaches. Miss Dean is a member of the Ohio State Student Horticulture Society and a famous fruit growing family of Geneva, Ohio, where her father operates the Grand River Orchards.



An apple should be grasped in the hand, placing the thumb or forefinger at the union of the fruit stem and spur.

HARVESTING POINTERS FOR INEXPERIENCED PICKERS

By J. H. GOURLEY

BRUISED fruit is inferior and it doesn't keep. Nothing is gained by giving each other the run-around as to who is to blame. The important thing is to know what procedure gives a minimum of bruises, and then study how this information can be relayed to the pickers and handlers and how their cooperation can be obtained.

This then, is one of the immediate problems that confronts the grower as the harvest season approaches. It takes on more importance than usual in a war year, when fruit is below peak production and the need for it is so great. The operation of harvesting is still further complicated in most sections by the necessity of using inexperienced help, at least in part. If past experience had not taught the typical orchardist to be resourceful and reasonably calm in the face of such emergencies, he would likely throw up his hands in desperation.

Fortunately, considerable work has been done by research agencies as well as by observing growers which can be utilized to advantage, although seasonal peculiarities may throw the rules askew.

For shipping or storage, fruit must be picked hard ripe. In the past it has often been picked too immature and full quality was not obtained. More and more the consumer wants tree-ripened fruit, but such full-ripe fruit would not stand handling, except for local or roadside markets.

Fruit increases in size up to picking time to a degree that an inexperienced person little realizes. This goes for such soft fruit as cherries,

as well as the larger fruits. Hence, premature picking represents a loss in volume of the crop.

In the past, simple criteria of time of picking have been used—such as increase in size, change of color of seeds, development of over-color, softening of the fruit, and loosening of the stem. Most of the authorities have come to consider the best evidence to be the change in the under or ground color of the fruit. Apples change from a leaf-green to a light greenish-yellow. White peaches change from green to cream-white and yellow ones from green to greenish-yellow or orange-yellow, depending on the variety.

But even this is not a positive test, for occasionally apples will fall before they reach this stage, owing to extreme heat or cold before the ripening period is reached. Careful observation as to early dropping is therefore necessary.

The desire by the housewife of having peaches well ripened but in good condition has stimulated many areas to supply their local demand, because too many "shipped-in" peaches were underripe and of poor texture and quality.

Inexperienced help may have trouble in this seemingly unimportant detail. For that reason, it would be well to have a leader in each group who would set ladders for children and women and check on others.

A ladder should be set firmly on

the ground in a sufficiently upright position as to transfer the weight of the picker to the ground. If leaned against a limb then the weight of the person is on the limb instead of on the ground, and many broken limbs and accidents will result.

It should be placed against a large branch or crotch so that if it slips or turns, it will fall toward the center of the tree. Most accidents come from failure to observe this precaution.

The pickers should be informed with the perishable nature of fruit and the long journey it may have to its final destination. Finger prints will show up later and lower its value. An apple should be grasped in the hand, placing the thumb or forefinger at the union of the fruit stem and spur. Remove the fruit with an upward motion and a twist of the wrist. In this way a fruit is not jerked from the tree, which is likely to break fruit spurs, or even branches. And remember that neither experience nor slow picking is a guarantee of care. Some fast pickers are the most careful and some beginners do better than "old hands."

Spot picking or color picking is used where the best grades of fruit are desired. That is, the trees are picked over several times in order to have all specimens properly matured.

The fruit should then be laid in the receptacle and not dropped. Especial care should be observed all along the line to avoid stem punctures for any break in the skin hastens decay.

It is usually good practice to first pick the fruit you can reach from the ground and use a ladder for the remainder of it. Step ladders are preferred where possible.

As one goes through an orchard at harvest time, one of the roughest procedures observed is the emptying of picking receptacle into the field box or crate. No precautions are taken. Yet in analyses of these operations it has been found that fifty per cent of all bruising may occur in emptying the picking receptacle into the field containers.

There is wide variation in the type of picking receptacle used. Some areas use 20-quart pails, others rigid metal, canvas drop-bottom containers, some canvas-lined round oak baskets, other canvas bags. Growers of fancy fruit require the pickers to wear cotton gloves and lay each fruit into the container, without pouring the fruit at any time.

I well remember being in a nine hundred acre orchard near Canterbury, England, at harvest time. The pickers were carefully laying all fruit into trays. I asked the owner if he

(Continued on page 13)

RODENT CONTROL IN ORCHARD AND STORAGE

PART I—THE MEADOW MOUSE

WORTH
CLIPPING

INJURY to fruit trees and stored fruits by mice, rats, woodchucks, and rabbits (rabbits belong to the Order Lagomorpha, but they resemble the Rodentia) amounts to several million dollars annually in the Northeastern part of this country. Recently one individual loss in a Northern New York orchard amounted to several thousand dollars. Although the apple grower suffers the most severe loss, occasionally growers of peaches, pears, cherries, plums, and other orchard fruits lose heavily. In addition to the material damage sustained, farmers often waste time and labor with out-moded and inefficient control methods.

The purpose of this and succeeding articles will be to point out some of the ways by which these various rodent pests can be controlled. A brief description will be given of the habits, damage, and methods applicable to the control of the rodent pests with which the orchardist has to contend in the field. Each species of rodent will be considered separately. The concluding article will deal with the ways and means of controlling rodents that enter storage houses.

No animal, except the rat, causes such heavy damage to crops in the Northeastern United States, especially in orchards, as does the meadow or field mouse (*Microtus pennsylvanicus pennsylvanicus*). This mouse is one of the common species of our small mammals. It occurs in greatest local abundance and is very prolific. The meadow mouse is a robust-bodied animal about five inches long, with coarse dark brown to grayish fur, short-tail and legs, small beady black eyes, and short ears almost concealed by fur.

In heavy grass or under mulch in the orchard the meadow mouse constructs runways which are used for protection as well as highways for feeding, breeding, and nesting. The meadow mouse also burrows into the ground beginning in late fall. It uses these shallow burrows during winter for feeding and nesting, but its activities are principally on the surface of

AS a part of the fruit grower's battle to conserve food during this total war, it is highly important for him to reduce losses to orchards and stored fruit crops by curtailing damage done by several species of rodents. The accompanying article on "The Meadow Mouse" is the first of a series of five noteworthy articles on "Rodent Control in Orchards and Storage." This article has been prepared especially for **AMERICAN FRUIT GROWER** by Robert M. Borg, Assistant District Agent, Division of Predatory and Rodent Control, Fish and Wildlife Service, United States Department of the Interior. In the second article of this series which will appear in an early issue, a discussion will be made of the habits, damage and control of the pine mouse. If after reading the accompanying article you desire further information, it is suggested that you write your County Agricultural Agent or the District Agent, Fish and Wildlife Service.—Editors.

the ground.

Meadow mice may breed during the entire year. In northern regions the first litter is born in March and others may follow every twenty-one days until late October or November. Such frequency of reproduction, however, does not generally happen. There are four to eight young in a litter. At birth the young mice are blind, naked, and helpless but grow rapidly; when two weeks old they are able to shift for themselves. Moreover, these mice increase in cycles with peak mouse populations occurring every three to five years. Census counts show the number to range from a few to 200 per acre. The years of high population are hazardous to the orchardists.

The food of the meadow mouse consists largely of green vegetable matter. In the fall they eat freshly dropped apples along with other succulent food in orchards, and chiefly in winter, as a secondary food, they may gnaw off the inner bark about the base and roots of apple and other fruit trees. Severe injury or girdling is most often caused by food shortage due to ice and snow but may also occur in September under very favorable food conditions.

Meadow mice prefer a moist habitat and are more likely to be concentrated in low, heavily-grassed sections of the orchard. If the orchard is dry during summer, mice often migrate to adjoining low areas but may return when fall rains make such a habitat

too wet. There is relatively little movement of mice in winter months except during peak years when population pressures from areas surrounding an orchard make repeated control necessary.

The injury inflicted by meadow mice to orchard trees varies greatly from year to year depending upon mouse abundance, available food, and climatic conditions. *The mere presence of these animals in the orchard constitutes a potential hazard, calling for frequent inspection by the orchardist and the use of remedial control measures when needed.*

Greatest damage to fruit trees is sustained during late fall and winter. Damage is usually more severe during a hard winter with continuous deep snow and in the spring during the periods of heavy sleet storms. Severe injury, however, may be recorded at any season. The crops damaged by mice are practically without limit, but at present the greatest known losses are in apple orchards. It is the succulent bark of the younger trees (trunks and roots) that is preferred by mice, although not even an old tree is immune from their attacks when food is scarce.

There is no better insurance against damage to orchard trees than by eliminating the mice that cause it. Poison control most nearly approaches this goal.

The control of meadow mice in
(Continued on page 9)

STATE NEWS

TENNESSEE—There was an unusual large attendance of nurserymen at the Tennessee State Nurserymen's Association meeting held in Nashville August 10. The panel discussion leaders were as follows: R. H. Jones, Jones-Howell Nurseries, Nashville; Chas. Morse, Morse Brothers, Chattanooga; Norman Nicholson, Commercial Nursery Company, Decatur; J. R. Boyd, Forest Nursery Company, McMinnville; Bruce Howell, Howell Nurseries, Sweetwater; W. R. Underwood, Ideal Nursery & Orchard Company, Smithville; W. L. Johnson, Baxter Nursery, Baxter.

Newly elected officers for 1944 are as follows: President—M. Kent McClain, Washington Heights Nurseries, Knoxville. Vice-President—Henry Boyd, Boyd Nursery Company, McMinnville. Sec.-Treas. (re-elected)—G. M. Bentley, State Entomologist, Knoxville.—G. M. BENTLEY, Sec'y., Knoxville.

ILLINOIS—Illinois apple reports crop prospects now improved a little over earlier reports account frequent rains. Looks like apples should have good size and good quality. Quite a few reports of codling moth activity the past few weeks but most of our growers still spraying.

Wealthies moving at \$1.50 tree run up to \$3.50 for best No. 1 quality. Baskets and packing supplies in fair supply. Peach crop light in Southern Illinois and moving the past ten days at prices from \$5.00 up for good peaches.—C. C. MAST, Sec'y., Quincy.

KANSAS—The tentative dates for the Annual Meeting of the Kansas Horticultural Society will be Thursday and Friday, February 10 and 11, 1944. The annual banquet will be held Thursday evening, February 10. This meeting is in conjunction with the Annual Farm and Home Week, which is held at the State College, Manhattan, Kansas.—GEORGE W. KINKEAD, Sec'y., Topeka.

VIRGINIA—In Virginia, many sections have had but little rain for several weeks and while the fruit is still growing rain must be forthcoming to continue the growth.

The apple crop of the State is very short—the more Northern section having the best prospect. At a meeting of growers of Augusta County on August 17, it was estimated that this year's crop of apples would be not more than 650,000 bushels; some thought that high. This is in contrast to 1,800,000 bushels harvested last year. The crop is not expected to pack out very well.

While peaches are a commercial failure for most orchards of the State, there are some light crops, especially in the Timberville section. Those who have even a light crop are enjoying a price beyond all expectation. From \$2.50 for culls to as high as \$6.00 and \$8.00 and even \$10.00 per bushel for good peaches are prices reported from different sections.—W. S. CAMPFIELD, Sec'y., Staunton.

NEW YORK—An August report for apples in Western New York indicates that the shortage of McIntosh apples accounts for much of the decrease in the year's prospects of production, which is estimated at 80% of 1942. Yields of other varieties are found to be nearly normal. Due to damaging spring rains, McIntosh will be light, in some places 70% below normal, and everywhere poor in quality.

Apples are small now, but it is explained that the harvest may be late, and give apples a chance to gain in size. It is too early to predict.

Canners are seeking apples for processing, and one large concern is known to be making plans for freezing of apples.

The New York State Horticultural Society have held no summer meetings on account of restrictions in travel.—ROY P. McPHERSON, Sec'y., Le Roy.

MASSACHUSETTS—Three twilight meetings on August 10, 11, and 12, sponsored by the Massachusetts Fruit Growers' Association, were held at the orchards of S. W. Sabine in Groton, A. N. Curtis in Marlboro, and at the Massachusetts State College at Amherst. Dr. R. A. Van Meter, President of the Association, presided at the meetings. Topics discussed included prices, containers, the disease and insect situation, harvest sprays, and harvest labor. An insect pest of minor importance in most years has been active this summer in several apple orchards in the Eastern section of the State. Professor Whitcomb at the Waltham Field Station identified it as the spotted tentiform leaf miner. The larva bores in the leaf tissue and as many as 26 mines have been found on a single leaf. The adult moths are so small that they sometimes are confused with leaf hoppers. Control measures are not standardized for this pest and it is possible that a control program may be unnecessary. Natural enemies and weather conditions may prevent an outbreak another year.

The main discussions centered around the labor situation particularly in relation to the larger McIntosh growers. It was concluded that if sufficient labor can be supplied to "key" men, i.e. a relatively small number of large growers, the "Mac" crop will be harvested all right. Grower committees and the Extension Service are cooperating in ferreting out possible labor sources such as defense workers on "off-shift," white collar workers for part time, week-ends or vacation periods, high school boys and girls for periods fixed by school authorities, civic and other groups for part time, and, as a last resort, service men on 3-day passes or special furloughs. Emphasis has been placed on the necessity for local action in each town or fruit-growing district. There was a general feeling that sufficient labor of some sort will be available and that the crop will be harvested. People are notably "food conscious" this year and many will lend a helping hand, especially with the addition of the stimulus of good wages.—LAWRENCE SOUTHWICK, Massachusetts State College, Amherst.

IOWA—Iowa will produce a very small fruit crop this year. The latest report is that the commercial crop will be around 50,000 bushels but the total crop of course will be somewhat larger. Except in well-sprayed orchards Apple Scab is quite prevalent. The poor set of fruit is due to the very bad pollinating weather we had in May.

Iowa will produce practically no peaches this year as the fruit buds were winter-killed. We will have about the same amount of grapes this year as last year.

Iowa should consume all of its fruit crop locally this year. There should not be any shipped out of the State. Moisture conditions have been excellent and the fruit is sizing well.

The largest crop in the State will be produced at Mitchellville, about 16 miles east of Des Moines. It is estimated this orchard will produce about 15,000 bushels of apples.—R. S. HERRICK, Sec'y., Des Moines.

INDIANA—Drought conditions in Southern Indiana are reducing apple prospects each day. The Vincennes area is experiencing most severe drought. Early harvest of Jonathan and Grimes apples began in Southwestern

(Continued on page 12)
AMERICAN FRUIT GROWER

A P S

A PAGE CONDUCTED IN
THE INTERESTS OF THE
AMERICAN POMOLOGICAL SOCIETY

APPLE harvest is here. The commercial crop is estimated at 75 or 80 million bushels—much short of last year. Early apples have brought fabulous prices. At this writing, ceiling prices on apples have not been set. The National Apple Institute has done much to assist the O.P.A. in formulating plans for possible action on price ceilings. The National Apple Institute reports that the Army Lend-Lease requirements will increase the demand for processed apples far in excess of that needed during normal times. Apple growers are facing their wartime obligations and will cooperate with government agencies in making available the fruit needed for a greatly expanded processed product. Unfortunately this expanded need coincides with the short apple crop. This presents a real problem because the fresh fruit market is clamoring for more apples and the market prices are higher than in years. The National Apple Institute has called meetings of processors and growers in each of the canning and drying districts to plan how best to meet the needs in each area. The War Food Administration has already asked that the apple industry cooperate with it in carrying through the plans which are finally approved. The War Food Administration has issued an order prohibiting use of fruits or fruit juices for the manufacture of alcoholic products for sale.

The apple industry has never had a more effective organization at work for it than the National Apple Institute. With headquarters at Washington, D.C., and under the leadership first of Truman Nold, and at present John Chandler, the Institute has been able to feel the pulse of the industry, sense the problems and secure the kind of effective action that has reacted to the good of the industry and in the interests of the public and the nation. The officers of the American Pomological Society, who first called a meeting of fruit growers at Fort Wayne, Indiana, in 1937 for the purpose of organizing the National Apple Institute, founded an organization destined to have far reaching influence in the affairs of the apple industry.—H. L. Lantz, Sec'y.

SEPTEMBER, 1943

RODENT CONTROL

PART I—THE MEADOW MOUSE

(Continued from page 7)

orchards should be undertaken in fall, and, if necessary, in winter and spring as a regular feature of orchard management and practice. Methods of preventing injury in orchards may be grouped into seven classes: (1) killing the mice; (2) removing mouse shelter in the entire orchard, especially from the base of trees; (3) applying various protective materials on the ground around the tree bases; (4) encircling trees with mechanical protectors; (5) treating trees with repellent paints or washes; (6) leaving prunings on the ground under the trees; and (7) encouraging the presence of natural predators.

The most efficient way to rid an orchard of meadow mice is to poison them as complete extermination of these animals would be perfect insurance against damage, and reduction of numbers by poisoning more nearly approaches extermination.

Through several years of research the Fish and Wildlife Service has found that meadow mice are best controlled with cut apple bait treated with a specially prepared rodenticide. Orders for the special rodenticide or zinc phosphide steam crushed oats should be sent to the County Agricultural Agent or to the District Agent, Fish and Wildlife Service.

The poisoned apple bait is prepared as follows: Use ripe but firm varieties of apples. Cut them into one-inch cubes or pieces. Place a definite measured quantity (quarts) of cut apples in a large enamel pan and gradually sift *one level teaspoonful of rodenticide to each quart of cut apples*. Put the cover on the pan and shake with a rolling motion until equal distribution of the rodenticide results. In preparing a large quantity of poisoned apple bait it is necessary to tumble the bait as rodenticide is sifted over it. One quart of cut apples will make 90-100 poisoned baits. One can of the special rodenticide contains about one ounce (30 grams) of poison or 20 level teaspoonfuls. The entire contents, therefore, of one can will prepare 20 quarts of poisoned apple bait. For best results, this toxic bait should be prepared fresh daily. Five to ten quarts of this poisoned bait can be exposed by one man in one-half day.

After the poisoned apple bait is prepared it must be properly exposed in the orchard. Early fall (late September or October) is the best time to treat the orchard. But this timing varies from the northernmost sections of the Northeast to Virginia, for instance, where treatment is much later. Information may be obtained from your County Agricultural Agent. Of course, if injury occurs earlier, treat immediately. For best results the poisoned apple baits should not be exposed until after harvesting when all dropped apples should have been gathered. Select clear, quiet days and place poisoned baits early, as 2-4 P.M. is the most active period for meadow mice. Poisoned apple baits should be placed under trees in live runways found under the mulch, grass, or cover crop that may be present; also, in burrows that enter the ground, in piles of fresh grass cuttings, on excrement piles (midden heaps), in mouse nests near active runs, or as replacement for freshly nibbled apple drops. Be sure to place each bait under cover.

Place one or two poisoned baits in at least three active spots per tree if they can be found; also, in the middle or tree rows and on intervening or adjacent unused land, along drainage ditches, stone walls, fence rows, and in low spots, etc., wherever mice are present. One poisoned bait to every 100 square feet is a good rule to follow where mice are present. In long grass place poisoned baits in active runways and pull the grass back over the poisoned baits; in short grass use a handful of mulch or pulled grass to cover the poisoned bait placements. Mice will take acceptable poisoned bait if it is under cover, and covering the poisoned bait will prevent the poisoning of other animals and birds.

Antidote for human beings for the specially prepared zinc phosphide rodenticide: Call a physician, give one-half teaspoonful of copper sulphate (bluestone) in one-half pint of water. If vomiting does not occur repeat in ten minutes. After one hour give two teaspoonfuls of Epsom salts in a glass of warm water.

One thorough application in the fall

may give protection for one year, but the orchardist should re-examine his orchard after fall poison baiting, during the winter, and in early spring, as reinfestation from adjoining areas may occur, thereby making additional poisoning necessary. If dropped apples are not picked up in the fall, one tablespoonful of zinc phosphide steam crushed oats should be placed in the same runway a short distance from each poisoned apple bait.

This poisoned oats bait should also be used in winter if there are many runways in the snow. The best time in winter to inspect the orchard is usually after a thaw because then the trails are more evident. One teaspoonful of poisoned oats bait should be placed every twenty feet directly in the active runways under cover.

If trees have been girdled during the winter, the orchard should be treated with poisoned apple bait in the spring before bridge-grafting, because otherwise the mice are apt to eat the grafts and continue to injure other trees.

One method of destroying mice in small orchards is by the use of small wooden-base snap traps. Three or four traps should be set under each tree, every twenty feet in the "middles" between tree rows; also, in adjacent areas where there is good mouse cover. Trapping should be carried out in the fall to prevent winter injury by mice.

Part the grass or mulch to expose the mouse runways and set the traps firmly on the ground and in such a way that the pan of the trigger will be crosswise to the runway. Bait the traps with apple or peanut butter and a pinch of rolled oats sprinkled over the trap and examine traps at least twice a day. For best results cover traps with grass or other material but in such a way that it will not interfere with their action.

Mice can be kept away from tree bases in summer and early fall by removing all shelter for a distance of two or three feet from the base of the trees. In winter, however, snow gives cover around the trees and mice work under it. This method is not reliable because it does not prevent underground damage. Care has to be taken in removing soil and surface vegetation from the tree base as a water pocket may be formed which may lead to winter injury. The num-

(Continued on page 10)

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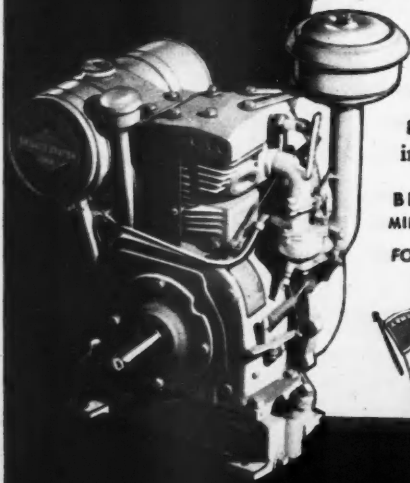
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RODENT CONTROL

(Continued from page 9)

ber of mice in sod orchards may also be lessened by reducing food and shelter through frequent mowing.

The common cultivation practice of leaving a strip of cover down the tree row and discing middles is more harmful than beneficial for mouse control as it tends to concentrate mice near the trees. Breaking up the runways with a disc harrow late in fall helps to reduce mouse populations.

Circular mulching of orchard trees, considered a good cultural practice, furnishes ideal cover for mice. This can be offset only by poison control. Clean cultivation, however, generally eliminates meadow mice as it destroys the cover and food supply, but it is considered a poor cultural practice in growing apple trees.

Another method employed by some orchardists is the use of certain materials around the tree, such as sand, gravel, cinders, sawdust, shavings, banana stems, seaweed, etc. This practice discourages plant growth and forms a sterile, and often wet, area which in most cases is unattractive to mice, but water pockets are likely to form which may lead to winter injury. These materials are not, however, preventive measures against underground damage, any more than is the use of guards or the removal of vegetation from tree bases.

Encircling the lower trunks of trees with woven wire, or some other guard, is another method of lessening damage. Hardware cloth, three or four meshes to the inch, is the most practicable guard to use. This should be cut to encircle the tree loosely to a minimum height of eighteen inches. The value of wire guards is greatly reduced by meadow mice burrowing beneath them in mild winters. And in winters of deep snow they may inflict injury above the guards. Further, these guards are of almost no value in areas of mixed populations of meadow and pine mice.

Wooden veneer, tar paper, window screening, cloth, burlap, and similar protectors are less effective but are in common use during winter months and should be removed each spring as they may harbor larvae or eggs of orchard pests. Moreover, some of these "protectors" may cause bark ringing on young trees. Unfortunately these guards protect only the por-

tion of the tree covered by them. Guards should be seated as deeply as possible, but they cannot be seated deeply enough to stop all underground damage. They often become bent or misplaced during mowing and other orchard operations.

Certain paints, smears, and washes are known to be objectionable to mice in that they act as repellents or deterrents, but unfortunately not enough research work has been done under varying conditions to recommend any of these for general use. The disadvantages in the use of repellents are: (1) inability to coat the base of the tree below ground; (2) short-lived effectiveness of adhesive; (3) questionable value in preventing mouse injury in high mouse population years; (4) possible tissue injury to the tree by the repellents; and (5) time involved in applying material. The best policy to follow before using any repellent is to consult your county agricultural agent, or the District Agent, Fish and Wildlife Service.

The practice of leaving prunings on the ground under the trees, or in the "middles" between the rows, with the hope of feeding the mice and enticing them away from the trees is not recommended. It is not advisable because the prunings may draw in a larger population of mice than would otherwise be present to attack the trees when the prunings become unattractive to the mice for food and serve only as shelter for them.

It is a wise policy also to encourage the presence in and near orchards of natural enemies of mice, for mice form an important item in the diet of many wild birds, mammals, and reptiles. Some of these predators, are hawks, owls, skunks, foxes, shrews, domestic cats and dogs, and snakes.

Thus, poisoning is the most effective and economical control method of ridding an orchard of mice. This method may be supplemented advantageously in orchards by maintaining low cover and clean tree bases and installing wire guards.

The information that has been given shows that in order to give the orchard the necessary protection from mice depredations, it requires the orchardist to give close attention to the mouse population in his orchard during the entire year and make preparations to conduct control operations during the fall or winter and,



Cousin Arthur's Blisters

Don't Hurt So Much

This fall, with help so short and food so precious, many a "Cousin Arthur" and many an "Uncle George" are out from town to lend a hand—and *loving* it.

A few blisters and a few crimps in muscles long unused; but a thousand chuckles, better appetites and some *getting acquainted* that does the soul good.

So Cousin Arthur's blisters aren't serious—he's running into too many little, long-forgotten things that buoy a man up, make him happy again. Morale is like that—a lot of *little* things.

★ ★ ★

One of the little things many Americans enjoy is the right to a cool and relaxing glass of beer when the day's work is done. It doesn't have to be beer—it can be lemonade or buttermilk.

A glass of beer—a small thing, surely—not of crucial importance to any of us. And yet—morale is a lot of little things like this. Little things that help to lift the spirit, keep up the courage, make us more tolerant and understanding of one another. Little things that are part and parcel of our own American way of life.

And, after all, aren't they among the things we fight for?



MORALE IS A LOT OF LITTLE THINGS

perhaps, early spring, if earlier treatments were not thorough enough to remove the mice. This takes a little time and definite planning but the protection against losses that it gives is well worth the effort.

A Proven KILLER OF PEACH TREE BORER!

Para-dichlorobenzene has long been recommended by the U. S. Dept. of Agriculture and leading fruit growers as a proven killer of the peach tree borer. It destroys the borer's larvae without harm to the tree... is easy to apply... requires no special equipment... no mixing! Write immediately for complete information on

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FOR SALE: REBUILT CIDER PRESSES OF ALL sizes. Cider equipment and supplies. W. G. RUNKLES MACHINERY COMPANY, 185 Oakland Street, Trenton, New Jersey.

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PAGE 12

STATE NEWS

(Continued from page 8)

Indiana the last week in August with heaviest harvest beginning about September 5th. A fairly good yield of Grimes is in prospect, while the Jonathan crop is moderate. The Starking harvest will begin the first week in September. Delicious a week later.—Monroe McCown, Sec'y, Lafayette.

OHIO—More than 800 folks trekked from all corners of Ohio to attend the 21st Annual Orchard Day and joint Summer Meeting of the Ohio State Horticultural Society at the Ohio Experiment Station, August 19.

As folks arrived during the forenoon, groups were conducted over the grounds to show the fruit work at the Station. Demonstrations and exhibits of new fruits, dehydration of fruits and vegetables, storage house construction and management, and displays of insect and disease damage were viewed in the headquarters buildings and tents where several equipment and supply manufacturers also showed and demonstrated fruit and vegetable machinery and supplies.

Dr. F. S. Howlett outlined the experiments with Elgetol deblossoming sprays. These were promising in thinning prospective overloaded trees. He also explained the work with pre-harvest sprays which, so far, have been most promising with summer and early fall varieties.

Dr. M. J. Dorsey, Horticulturist for the University of Illinois, Urbana, Illinois, delivered the principal address on the afternoon program. Dr. Dorsey pointed out that Illinois has pioneered the field in research work, pointing the way to the better harvesting, handling, packing, shipment and marketing of Elberta type peaches. "The public wants a riper peach," said Dorsey, "and we must learn to handle firm, ripe peaches like eggs to assure delivery to consumer of tree ripened quality."

The Society unanimously passed a resolution seeking complete elimination of price ceilings now existing on fresh fruits and vegetables and requesting the abandonment of these ceilings as applied to these commodities in the interest of insuring adequate supplies and proper distribution of perishable crops.

The Society also held a gathering for Southern Ohio apple growers at Stanley Miller's orchard, Wednesday, August 18, attended by 100 folks, where the plans for location, building and equipping an apple processing plant for Southern Ohio, to be ready by the harvest of 1944, was outlined by Floyd Henderson, County Agent, Jackson, who is acting as Secretary of the newly organized Ohio Valley Food Products Company. Sufficient stock has been subscribed by growers to make possible the development of this needed processing plant.—Frank H. Beach, Sec'y, Columbus.

Don't fall out of trees or off slippery ladders. Get the new **FRUIT PICKER**
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SCHAEFER MFG. CO.
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Keep car radiators cleaned out for greatest motor efficiency. Use

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AMERICAN FRUIT GROWER

NORTHERN NUT GROWERS' REPORT

The thirty-third annual report of the Northern Nut Growers' Association has been published and was mailed to all members on August 7. This report, a book of 102 pages, is filled with material pertaining to the culture of hardy nut trees in the northern states. Of especial interest is a survey of nut growing in the various states. In this survey members report on the status of nut culture in their respective states. In the survey is considerable information as to the value of the newer and older varieties of nut trees grown under widely different conditions.

The harvesting and marketing of nuts is the subject of several papers, as follows: Gathering and Curing Black Walnuts to Crack Out in Halves: C. C. Lounsberry. Marketing Black Walnuts: Seward Berhow. Marketing of Northern Nuts: J. F. Wilkinson. An Automatic Walnut Picking Machine: Kenneth Dick.

Three papers deal with the Persian or English walnut. Other subjects discussed are: English walnuts as a source of vitamin C. Toxicity of black walnuts to tomatoes and alfalfa and biographical notes on many older members of the Association.

In all probability the 1943 meeting of the Association will not be held as the transportation situation is no better than in 1942. It is expected that a report for the current year will be assembled and published. In due time a committee will ask for papers.

Members should make every effort to collect samples of nuts of the newer varieties and test them or send samples to Dr. L. H. MacDaniels, Cornell University, Ithaca, N.Y., for testing. Information as to cracking quality and other characteristics of the newer varieties is very meager and unless those persons who have trees in bearing make an effort to obtain this information the evaluation of these varieties will be delayed. With travel out of the question, one should have more time to check over the nut varieties and report on them.—GEORGE L. SLATE, Sec'y, Northern Nut Growers' Assn., Geneva, New York.

HUNTS ACME GRAFTING COMPOUND, Used for as a protective coating.
RODENT REPELLENT, Protect your trees against rabbits and other rodents.
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Uncle Sam needs the money *now!*
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Invest at least \$100 extra in War Bonds—over and above your regular bond-buying.

For America's Future—For *Your* Future—For Your Children's Future—Increase Your Investment in War Bonds: Subscribe to the 3rd War Loan in September.

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5 Personal Reasons For Increasing Your War Bond Investment

1. Have more money saved up for new buildings and equipment.
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SEPTEMBER, 1943



Boss shows high school boy how not to set a ladder. He explains the one to right may break a branch and throw picker to ground. Ladders should not lie on ground when not in use as decay sets in around the rungs. Neither should old ladders be painted as it obscures decay.

HARVESTING POINTERS

(Continued from page 6)

wouldn't save much time by having them pour it. He looked at me in amazement and said, "Why that would bruise it!"

All this is not idealistic, but the demand of the market. We must remember that the housewife is the final "grader" when she goes in the store and picks out her fruit. Getting fruit to the consumer just as it grows on the tree is our goal, and it will require great care this year with inexperienced help. To obtain their sympathetic cooperation is the job of the foreman.

"4 EXCITING WAYS TO EAT APPLES"

The biggest tie-in advertising campaign ever given apples will break during late September, when WHEATIES, General Mills' breakfast food, goes all out for "4 Exciting Ways To Eat Apples" in a nationwide coverage by press and radio.

The campaign will feature fresh apples—sliced, grated and in sauce—over Wheaties; a highly desirable use, as all nutrition values are retained in the fresh fruit, as well as most of the growers' profits.

The ads, in colors, will be full-page and half-page, in media with total circulation of 19,580,000 and "readership" of about fifty millions:—American Weekly, This Week and Chicago Tribune, New York News and Philadelphia Inquirer. Advertisements will appear Sept. 19 and 26. Radio coverage will be via coast-to-coast programs:—Betty Crocker, Jack Armstrong, Kitty Foyle and Commentator John Gunther. All programs will give one week to the tie-in.

Additionally, General Mills' staff of 500 field men will work during September with food retailers, building displays for which special promotion material has been devised.

AMERICAN FRUIT GROWER



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Handle Your Pack

Here is a way to get your fruit in and out of storage and on its way to market with less labor and handling. From Coast to Coast, for a very small investment, thousands of Rapid-Wheel Conveyor Installations are saving labor and speeding critical foods. It will pay you to learn more about this money-saving handling method. Write today for full information.

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KILL POISON IVY


Quickly—Completely

Now available in commercial quantities. Completely kills Poison Ivy, Choke Cherry, Ragweed, and effectively controls Honeysuckle, Canada Thistle, Hoary Cress, and other weeds.

 **Economical**

 **No Fire Hazard**

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Ask your nearest dealer for Du Pont Weed Killer today. Write for folders. E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

DU PONT

WEED KILLER

The program is said to be the largest and most complete ever devised on a food tie-in of this kind.—Carroll R. Miller, Appalachian Apple Service.

PAGE 13

NATIONWIDE NEWS

(Continued from page 5)

temperatures, the War Food Administration announces a list of foods which can no longer be stored in refrigerated warehouses.

Beer, wine, liquor; canned fruits and vegetables (except citrus concentrates); sterile canned meat; dried whole milk in certain types of containers; canned condensed milk and dried skim and evaporated milk; canned processed cheese, and flour and cereal products must be moved out of refrigerated space after the expiration of the current storage month applicable to each item or lot of commodities in storage. Cold storage operators are prohibited from accepting these products for storage after August 2. Ample dry warehousing space is available to take care of these commodities.

The War Food Administration also has restricted advance space reservations in an effort to prevent cold storage facilities from lying idle because of future commitments.

War Food Administration officials stated that the action represents a joint effort of Government and the industry to do everything possible to see that no foods which have been produced will spoil through improper care. Representatives of the cold storage industry and the various agencies of Government which have any interest in storage space have concurred in the necessity for taking this action.

The order applies to all public cold storage warehouses, cold storage houses operated by meat packing plants, and cold storage houses usually known as apple houses, but not to refrigerated storage space in wholesale and retail stores.



SUPPORT prices for West Coast natural condition raisins and dried prunes has been announced by the War Food Administration.

The prices, which will be supported through offers to purchase by the War Food Administration, were established in view of the need for capacity output of these dried fruits to meet war needs. Both of these fruits are set aside under Food Distribution Order 16, so that Government requirements may be met, with provisions for the release of quantities to meet civilian needs.

The grower support prices for raisins are: Thompson Seedless

\$155.00 per ton; Muscats, \$165.00; Sultanas, \$150.00. Prices for dehydrated raisins will be announced at an early date.

Grower prices for prunes which will be supported are: California 3-District, 8½ cents per pound basis (i.e. on the basis of 80 prunes per pound) and for California "Outside" District, 8¼ cents per pound basis. Support prices for Washington and Oregon prunes will be the same as for California "Outside" prunes of comparable size. These basic prices are expected to return to growers an average of \$185.00 per ton for 3-District, \$180.00 for "Outside" District, and \$195.00 for Northwest fruit.

The War Food Administration will purchase the entire 1943 production of raisins and dried prunes, at prices which will be based on the new support levels.

These grower prices reflect increases over 1942 prices of roughly \$45 per ton, to cover higher production costs and encourage the drying of sufficient quantities to meet military, civilian and lend-lease requirements. These increased costs, however, will not be reflected in retail prices. Under a Commodity Credit Corporation purchase program, the quantities to be available for civilians will be resold in normal trade channels at prices equivalent to last year's levels.



THE 1943 production of pears in the United States is estimated at 23,882,000 bushels which is 22 per cent less than the 1942 crop and 21 per cent less than the 1938-42 average production.

The New York pear crop prospects remain about the same as reported on July 1 at 561,000 bushels. Such a crop is 55 per cent less than the crop of 1942 and about one-half as large as the five-year average production. Prospects for pears in Ohio and Pennsylvania were not as favorable on August 1 as a month earlier. For the four important Eastern states, the pear crop is now expected to be about 55 per cent smaller than either the 1942 crop or the five-year (1938-42) average.

The pear crop in the Pacific Coast States where about 83 per cent of the country's pears will be produced this year improved during July and is now expected to be only 4 per cent

smaller than the 1942 crop and 6 per cent less than average.



THE 1943 United States peach crop is estimated at 42,450,000 bushels which is about two-thirds as large as either the crop of 1942 or the five-year (1938-42) average and is the smallest crop on record since 1921. In general the crop is particularly short in the Southern and Eastern states, but nearly average in the Western states.

The peach crop in New York and New England is almost a complete failure. The crop in New York, now estimated at only 167,000 bushels is only 10 per cent as large as last year's crop. The Ohio peach crop is expected to be 52 per cent less than that of 1942 and the Michigan production is estimated at 20 per cent less. The total production in the three late states, New York, Ohio, and Michigan is now expected to be 50 per cent smaller than in 1942 and 38 per cent less than the five-year average.

There was only about one-fourth of an average sized crop in the Southern states due to late spring frosts. The crop in the Eastern intermediate states of New Jersey, Pennsylvania, Virginia, Delaware, Maryland, and West Virginia is about one-half as large as average.

The peach crop in the Western states where most of the peaches in the country are canned, is 10 per cent smaller than in 1942 but 3 per cent larger than average. California has nearly 60 per cent of the country's peach production this year.



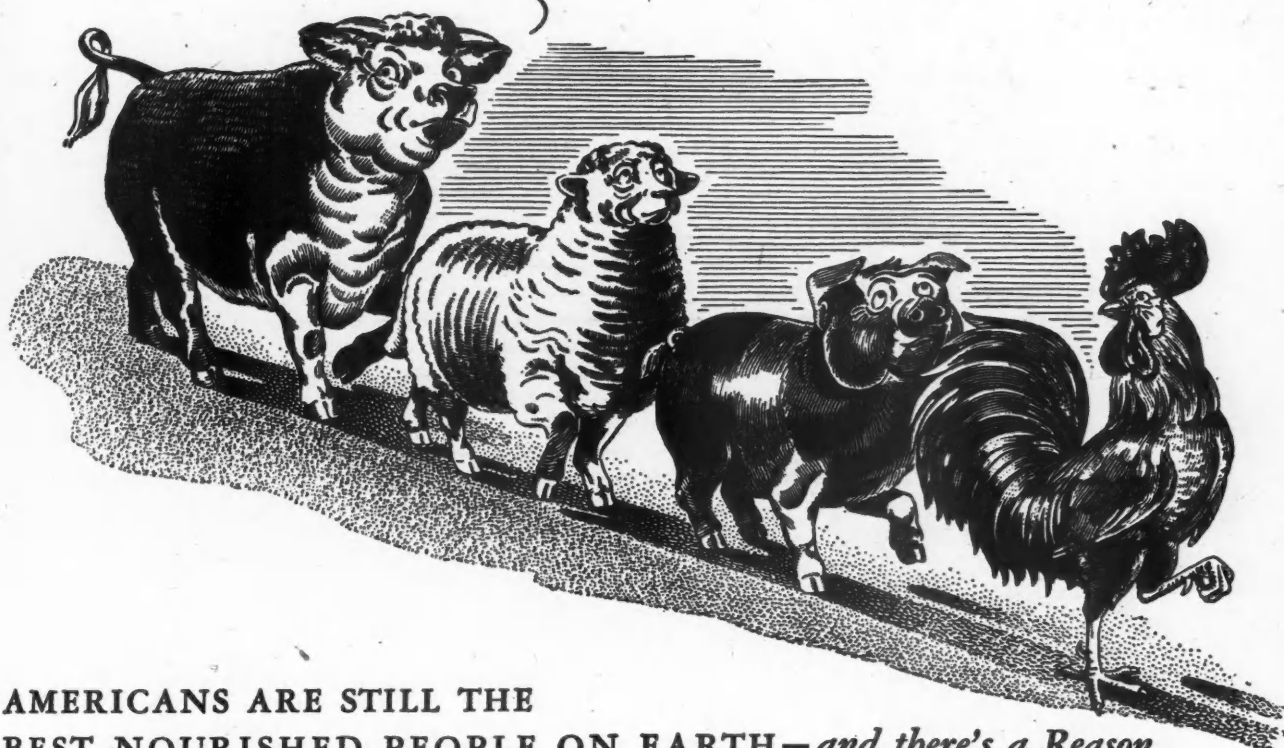
PRODUCTION of grapes in the United States for 1943 is estimated as of August 1 to be 2,671,150 tons. Such a crop would be 11 per cent larger than the crop of 1942 and 5 per cent larger than the five-year (1938-42) average.

The New York grape crop is estimated at 41,600 tons which is 40 per cent smaller than the crop of last year and 28 per cent less than the five-year average.

The grape crop in all of the important states except California is expected to be smaller than last year. The crops in the four important Eastern states of New York, Michigan, Ohio, and Pennsylvania are indicated to average 28 per cent less than the crop of 1942 and about 8 per cent less than the five-year average.

The California grape crop is now expected to be 15 per cent larger than in 1942. Since the grape production in California represents 93 per cent of the total United States grape production, the increase in California's production over 1942 more than offsets the smaller crops forecast in the other states.

“Gangway, please...
we’ve got a war to win”



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BEST NOURISHED PEOPLE ON EARTH—and there's a Reason**

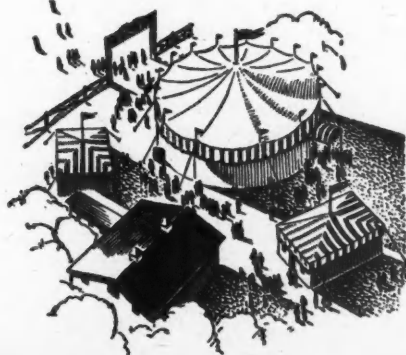
Our food may be stretched out these days to share with the peoples of the United Nations, but thanks to new scientific developments in animal feeding, our feathered and four-legged armies are being greatly improved in quality and propagation.

To tiny yeast cells goes much of the credit, because brewer's yeast is the source of the vitamins used to fortify feed mixtures. Now, when

you eat meat raised on vitamin-fortified feeds, you're getting nutrition plus.

* * *

Anheuser-Busch is America's biggest supplier of yeast vitamins for cattle and poultry feeds. Our large-scale production of natural vitamins is another achievement that resulted from years of research and laboratory work in producing the world's most popular beer.



Budweiser

TRADE MARK REG. U.S. PAT. OFF.

In addition to supplying the armed forces with glider parts, gun turret parts and foodstuffs, Anheuser-Busch produces materials which go into the manufacture of: B Complex Vitamins • Rubber • Aluminum • Munitions • Medicines • Hospital Diets • Baby Foods • Bread and other Bakery Products • Batteries • Paper • Soap and Textiles—to name a few.

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A N H E U S E R - B U S C H • • • S A I N T L O U I S

"Where Will I Stand, After This War?"

"The big job is to win the war and get the boys home. But afterwards—will I be ready for Peace, when it comes? Will my family be on solid ground, or will I have got myself into deep water somehow?"

Questions like these face all of us as we are swept along by the wild forces of war. We are laying the ground work right now for what comes later. Let us plan wisely.

This year most farmers will work harder than ever before in their lives. The national farm income will soar to a record-high level. It is war income, and history shows that *war prosperity is temporary*. War profits must be handled with care!

In the farmer's pattern for Peace, these are sound rules to follow:

Buy War Bonds. Buy them for the duration, and to hold. They are our best investment in America's future and in our own personal future.

Pay Off Indebtedness. Be free of old obligations—ready for the needs of a post-war world.

Avoid Land Speculation. Beware of the gamble that may lead to grief, as it led so many farm families into years of trouble after the last war. Already there are signs that this hard chapter in farm history is repeating itself. Buy only land you can use and pay for.

Grade Up Your Livestock. Take this opportunity to cull out scrub and low-grade animals. Replace the culls with better stock, through breeding, and by use of better sires. Fewer and better animals are more profitable than many mongrels. Scrub cows and hogs demand about as much feed, shelter, and fencing as the best of stock, and take work and time that you can use more profitably. Improve your herds and flocks now and lay the foundation for prosperity in the years to come. ★ ★

In the 112-year history of INTERNATIONAL HARVESTER, five wars have interrupted the march of American farming. Each was followed by wonderful progress. When this global conflict ends, Harvester will face tremendous new problems.

Today we work for Victory, building weapons for the fighting front and for the food front. But we are also able to give some thought to designing new power and equipment, making post-war plans for farming. We pledge to work out our program for Peace with the farmer's best interests always in mind. The management and employees of International Harvester look forward to the day when they can devote all their energies again to the service of this nation at peace.

INTERNATIONAL HARVESTER

America's Leading Manufacturer of Food Production Equipment